

HOW CAN NATIVE ADVERTISING HELP E-SHOPS?

Case study of the e-shop elnino.cz and STROSSLE

ELNINO.CZ®



ABOUT THE COMPANY

The company el nino parfum, s.r.o. was established in 2003 as an online wholesaler and retail of perfumes and cosmetics. The **internet perfumery ELNINO.CZ** grew very quickly and the company soon expanded abroad.

It currently operates in Slovakia, Poland, Bulgaria, Romania, Greece, Italy and other countries, where it is one of the leading e-shops with perfumes and cosmetics. The network of physical shops is gradually expanding across Europe.

The offer of el nino e-shops includes products of more than 500 world brands with several million items in stock, which enables a guarantee of fast delivery. E-shop elnino.cz regularly wins awards in various e-shop competitions.

CAMPAIGN DESCRIPTION

The client planned to expand his communication mix using native advertising in the STROSSLE network.

CAMPAIGN OBJECTIVES

„BROADENING" OF THE TARGET GROUP BY NEW USERS
measured by the share of new users (min. 60%)

INCREASING BRAND AWARENESS OF COMMUNICATIONS IN NEW LOCATIONS
measured by quality of traffic (bounce rate up to 60%)
and page views per visit (+3)

CAMPAIGN

Articles on the client's blog were used for the campaign which supported two product lines - **perfumes** and **sunscreens**.

During the five-week campaign **STROSSLE delivered ten thousand visits.**

To nejlepší z našich stránek



Reklama



Co je to vlastně SPF faktor? Sluníte se správně?

nkz.cz



Jak úspěšně zabydlet terasu rostlinami

svelzeny.cz



Salát jako z restaurace? Díky jediné ingredienci

Apetitonline.cz



Bezinková šťáva

Joyonline.cz



3 korektory, které vám dodají svěží vzhled i po té největší ...

CAMPAIGN RESULTS

KPI	GOAL	ACHIEVED RESULT	DIFFERENCE
Share of new visitors	60 %	92 %	+ 53 %
Bounce rate	60 %	52 %	+ 15 %
Page views per visit	3	4,34	+ 45 %

The elnino.cz campaign has shown that **native advertising in the STROSSLE network** can help e-shops to **expand their customer base** and increase **brand awareness**.
The secondary effect is then the **sales results**.

'We wanted to test native advertising from Strossle as another alternative to native advertising that we use in other systems. In addition, it is de facto a 'full service', which also worked excellently and was very flexible. We didn't have to deal with optimization, we just kept sending links to the articles we wanted to promote. The result pleasantly surprised us, both because of the quality of traffic (new visitors, number of page views, bounce rate) and direct and assisted conversions, which were not the primary goal of the campaign.'

Michal Blažek, Head of PPC department